

Content Development[®]

High-Quality Content Buoy Assessment Success

Leverage our expertise, experience, and innovation to build your assessment items.

Pacific Metrics offers a comprehensive spectrum of content development services: test blueprint creation, stimulus and item development, field testing, data review, form construction, and the review and maintenance of item banks. Our team of item and test developers includes highly qualified subject matter experts in mathematics, reading, language arts and across the curriculum.

We provide the following content development services:

- Test Blueprint Design and Development
- Item Development for All Item Types, Including Constructed-Response and Technology-Enhanced Items
- Standards Alignment
- Item Banking
- Content Development for Machine Scoring
- Form Construction and Data Review
- Accommodated Forms Development
- Development of Manuals and Users' Guides

Our experts apply a deep knowledge of academic standards and best practices in item development. Many of our developers are former classroom teachers with firsthand knowledge of classroom learning and assessment implementation. Our team creates assessment items and tests that accurately measure content knowledge and address the many ways students approach and respond to test items.

Our item development is guided by both Evidenced-Centered Design and Universal Design principles, and all items are carefully aligned to content standards to support specific state and client needs.



PACIFIC METRICS
CORPORATION

Content Development

High-Quality Content from Highly Qualified Content Specialists

EVIDENCE-CENTERED AND UNIVERSAL DESIGN PRINCIPLES

Item development decisions are informed by Evidence-Centered Design (ECD) and Universal Design (UD) principles. An ECD approach begins with a clearly stated assessment purpose that explicitly defines the assessment goals, how the results of the assessment are going to be used, and the inferences that the scores are intended to support. UD principles require item writers and test designers to consider the diverse ways in which individuals interact with the assessment environment. By prioritizing UD throughout the item development process, we optimize accessibility for the broadest range of potential users.

We develop a wide variety of item types so clients can address their true measurement objectives. Based on our clients' specific item needs and objectives, we develop content across a broad range of QTI- and APIP-compatible formats:

- Multiple-Choice and Multiple-Select
- Short-Answer
- Constructed-Response
- Extended Response Item Sets/Tasks
- Writing Prompts
- Technology-Enhanced Items

INNOVATIVE ITEM CREATION SETS A NEW COURSE FOR MORE SUCCESSFUL ASSESSMENT DESIGN.

We excel in innovation and we are deeply committed to improving education. We continually strive to create new, more effective ways to measure learning. The growing demand for online, multimedia, interactive assessment items has motivated our team to accelerate its capabilities in delivering a range of item types:

- Choice interactions (single and multiple)
- Order interactions
- Associate interactions
- Match interactions
- Gap match interactions
- Inline choice interactions
- Text entry interactions
- Extended text interactions
- Hot text interactions
- Hot spot interactions
- Select point interactions
- Graphic order interactions
- Graphic associate interactions
- Graphic gap match interactions
- Position object interactions
- Slider interactions
- Drawing interactions
- Upload interactions
- Composite items
- Audio and/or video stimuli
- Graphic organizers
- Select and reorder or change text
- Graphing and data representation

RELEVANT AND HIGH-QUALITY BANKS FOR SUCCESSFUL ASSESSMENT CREATION

We also provide item bank analysis services to ensure your item banks are up to date and of the highest quality. This service includes review of item relevance and accessibility. We support both summative and formative assessment pools.

CONTENT DEVELOPMENT ENVIRONMENT

Content is developed and managed through Pacific Metrics' web-based content development environment, ORCA Development. This platform manages the development workflow among item developers, artists, content reviewers, and copy editors, and allows test developers to construct both traditional and technology-enhanced content. ORCA Development provides a versatile, flexible, and secure means of developing, managing, and exporting test content to an online test delivery platform.



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Learn more about our comprehensive and innovative content development services by emailing us at info@pacificmetrics.com.